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PID - 19/65  
17 February 1965

MEMORANDUM FOR: Director, NPIC

FROM: Chief, Photographic Intelligence Division, CIA

SUBJECT: Proposed Change of Division Name

1. For some time we have been made increasingly aware of the ascendancy of the term "Imagery" as opposed to "Photo". As you know, the acceleration in the development of the multi-sensor concept of collection could outmode the exploitation concept expressed only by the term "Photo".

2. After due consideration we request your approval to change the name of the Photographic Intelligence Division to the Pan-Imagery Intelligence Division.

3. By such a change we obtain our objective of gaining a more meaningful division name for the coming multi-sensor age, while at the same time retaining the letter designation PID. As a minor, but far reaching benefit this means we do not even have to revise rubber stamps, various office forms, organization charts, routing slips, etc.

4. Of the many names submitted one other suggestion was of interest - that being Division of Imagery Analysis (DIA). In this way the division would be known as CIA/DIA!

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